

Amendments to the Claims

Please cancel claims 1, 3-16 and 18-25.

Please add new claims 26- 38 as shown below.

Listing of Claims

This listing of claims will replace all prior versions and listings of claims in the application:

Claims 1-25 (Cancelled).

26. (New) A computer network search engine apparatus comprising:

a search database having stored therein a plurality of search listings, each listing being associated with an information provider, at least one keyword, a money amount, and a computer network location;

an input device for receiving a keyword entered by a user;

a search engine web server for identifying search listings of the search database having a keyword matching the keyword entered by the user, ordering the identified search listings using the money amounts for the respective identified search listings, and generating a result list including at least some of the ordered listings;

a related searches database having stored thereon related searches listings formed using search listings of the search database, the related searches listings each including a key word and text from the search database associated with the key word;

a related searches web server for identifying related searches listings matching the keyword entered by the user and producing a related searches result list with suggested, related searches for presentation to the user along with the result list; an output device for providing the result list and the related search result list to the user; and

recording means for recording a request from the user to retrieve information associated with a listing selected from the result list, including account identification

information for charging to an account of the information provider associated with the selected listing the money amount associated with the selected listing.

27. (New) The computer network search engine apparatus of claim 26 wherein the related searches database has stored thereon an inverted index including a plurality of rows of data, each row including a key word, data defining the number of search listings of the search database bidden on the key word and data defining search listings of the search database bidding on the key word.

28. (New) The computer network search engine apparatus of claim 27 wherein each row of the inverted index further includes raw text defining the key word and a list of all information providers bidding on the key word.

29. (New) The computer network search engine apparatus of claim 26 wherein the input device comprises a search engine web page displayable on a client computer of the user.

30. (New) The computer network search engine apparatus of claim 26 wherein the output device comprises a search engine web page displayable on a client computer of the user, the search engine web page including a first area displaying a portion of the result list and a second are displaying a portion of the related search result list.

31. (New) The computer network search engine apparatus of claim 30 wherein the portion of the related search result list is displayed on the search engine web page as a plurality of clickable links, each clickable link being associated with a related search result listing.

32. (New) The computer network search engine apparatus of claim 26 wherein the related searches web server is configured to weight the related searches listings according to predetermined weighting criteria and order the a related searches result list according to the weighting of the related searches listings.

33. (New) The computer network search engine apparatus of claim 32 wherein the related searches web server is configured to weight the related searches listings according to at least one of

- increasing relative weighting of the related searches listing which includes one or more bidded search terms identified by an information provider,
- increasing the relative weighting of the related searches listing which is contained in a description of a search listing identified by an information provider,
- increasing relative weighting of a related searches listing which is contained in a title of a search listing identified by an information provider,
- increasing relative weighting of a related searches listing which is contained in metatag keywords of a web page maintained by an information provider, and
- increasing relative weighting of a related searches listing which is contained in text data of a web page maintained by an information provider.

34. (New) A database search system comprising:

- a search database having stored therein a plurality of search listings each listing being associated with an information provider, at least one keyword, a money amount, and a computer network location;
- a search engine web server accessible over a network by an advertiser web server and a client computer and configured to receive search queries from the client computer and, in response thereto, to provide to the client computer a search result list including relevant entries located in the search database using the received search queries and ordered using the money amounts for the respective entries;
- a related searches database having stored thereon related search listings generated from the search database;
- a related searches database accessible over a network by an advertiser web server and a client computer, and configured to receive the search queries from the client computer and, in response thereto, to provide to the client computer, along with the search result list, entries for one or more related search listings located in the related searches database using the received search queries; and

an account management server configured to store account information for advertisers including the information provider.

35. (New) The database search system of claim 34 wherein the one or more related search listings comprise a predetermined number of most relevant and most bid-on terms in the related searches database as determined by the related searches web server.

36. (New) The database search system of claim 34 wherein the entries for the one or more related search listings are displayed as clickable links adjacent to the search result list on a search engine web page.

37. (New) The database search system of claim 34 wherein the related searches web server is configured:

to receive a search query and,
in response to the received search query, to search an inverted index stored in the related searches database and containing data from web pages referenced by the search database, and
to identify index entries matching the received search query.

38. (New) The database search system of claim 37 wherein the related searches web server is further configured:

in response to the search query, to search meta-information about the web pages referenced by the search database, the meta-information being stored in the related searches database, and
to identify index entries of meta-information matching the received search query.

39. (New) The database search system of claim 38 wherein the related searches web server is further configured:

to sort the identified index entries and the identified index entries of meta-information by
relevance, and

to provide a predetermined number of most relevant entries as the entries for one or more related search listings.